

Tracey West

We often find it's easier to describe someone else better than it is to find words for yourself, so I asked some colleagues how they would describe me to you, and this is what they said:

Training style →

Tracey was great, the group really took to her and the content hit the mark perfectly. It was pitched to be relevant for presenting in Next and not the usual 'off the shelf' generic course. Her appreciation for the pace and changing nature of retail and Next was apparent and she gave lots of useful and achievable tips they could use. Next Retail.

Tracey drew out fabulous ideas from my staff and reached potentials I didn't even know existed. She has empowered them to think for themselves.

I participated in the seminar as well, it empowered me to stop settling for B players and letting staff get away with poor performance. It has driven me to demand an 'A' team and give great service and products to all our clients.

Angela Parker, Managing Director, Health Spa - Motivational Selling.

Hugely important to me at a key time in my career. Found it very easy to be open & honest about current issues effecting personal performance. Preparation process also beneficial as good to have clear thinking time when retailers usually too busy to allow distractions from peak trade (Xmas) however spending that time on my development areas has made life easier as been able to focus on what really matters and discarding interference. District Sales Manager, Claire's Accessories.

I have spent 16 years in the retail sector, a decade in retail operations and a further 6 years in training and development. My background in leading teams in a variety of retail environments has given a deep understanding of the challenges of motivating teams during good and bad times and the importance of engaging people so they are loyal to a common goal. I bring a practical and personal approach to my work, combining an appreciation for commercial reality alongside a passion for ensuring that each individual is set up for success.

- Successfully launched concept of Centre of Excellence for a large childrenswear retailer and used business acumen to open their second largest and first out of town store at Fort Dunlop, Birmingham.
- Liaising with staff at executive level to co-project and manage the a leading confection retailer's new recruitment process.
- While working in the same role recognised consumer trends and analysed market to achieve external sales growth LFL by 650% and area sales growth LFL by 14%.
- Achieving the nomination for and successful completion of a prestigious retail course (Oxford Summer School). Returning to facilitate the same course as Group Director.
- Completing coaching programmes in diverse industries including engineering, education and retail, advising graduate trainees, general management, retail head office functions and senior management.
- Supported large fashion chain to develop and coach field team to be more commercially aware.

TRACEY'S CLIENTS include:  Claire's Accessories, Next, Mulberry bags, M&S and Adnams brewery.

“Very informative, practical training course. Allowed time to discuss real life situations and problems. Tracey was extremely good, allowed time and directed conversations to draw ways forward. Excellent!”

Adil Rehman,
Code of Practice Manager,
Next Retail

“Very useful, thank you, Just wish that all senior managers in our company would do this course too!”

Charlotte O'Sullivan,
Web Manager, Mulberry Bags



Client's view →